



VP Product Strategy and Management

KORE Wireless – Alpharetta, Georgia

We offer the opportunity to be part of the largest independent machine-to-machine (M2M) network services company in the world. The M2M market has worldwide revenue growth projections in excess of 20% per annum with a billion connections forecasted by 2020. It is likely that M2M will touch everyone's life every single day and in many ways, from connected vehicles to managing appliances to managing your health and your utilities.

This is a unique opportunity to gain experience in the fastest growing technology field in the United States. KORE's solution is powered by an award winning service delivery platform, PrismPro, winner of best in class at ITExpo. KORE is truly an International leader delivering connectivity in all seven continents and is recognized as a Connected World Top 100 Company.

Overall purpose of position:

To:

- Understand and interpret the competitive landscape, and determine positioning and placement of individual product lines to meet underlying sales goals
- Define and develop products and services in the broader IoT/M2M market served by the Company to amaze new customers and market segments through product innovation, implementation and associated sales support initiatives
- Lead and evangelise product positioning of existing and new platform technologies, carrier service opportunities and added value services to drive adoption of the Global Connect portfolio

Main responsibilities:

- Understand fully the needs of IoT/M2M and Telematics market adopters for network services and associated platform applications
- Analyse and define commercial positioning for, and of, new product and service offerings
- Lead positioning and competitive understanding of new services, including launch positioning and pricing proposals
- As a member of the Marketing Committee, actively participate in market positioning and targeted product adoption messaging and design
- Direct participation in Pricing Committee for product price strategy and adoption
- Drive development of value propositions, business cases, pricing architectures and, "channel to market" strategies for platform applications and service products over a 6-month to 3-year time frame.
- Conduct market surveys, trend analyses, competitive analyses and market research, as required, to provide information for strategic development.
- Recommend promotional programs for product/service growth and success
- Analyze competitive market landscape and develop pricing strategies to maximize revenue, market share and profitability
- Represent product portfolio to sales, leading sales customers, trade associations and events

- Be effective as a speaker at customer and business conferences
- Synthesizing customer requirements to recommend future service developments or enhancements
- Report on product line performance and recommendations for remedial action as needed to meet goals

Minimum Qualifications required:

- Bachelor's degree in Engineering, Technology, Economics or a related discipline
- Minimum of ten years' technical and/or commercial experience in product management, service delivery, product marketing or similar
- Strong, proven, understanding of the M2M wireless communications sector; good familiarity with messaging (SMS/USSD) and 2G/3G/4G wireless technologies
- Ideally, working understanding of satellite and low power network alternatives to cellular for IoT/M2M segment
- Product management/marketing experience in a wireless data environment should be demonstrated, with proven ability to 'see the future' in past roles
- Good knowledge of MS-Office services, as a minimum, for presentation and analysis purposes

Working Relationships:

- President/CEO in placement, pricing and carrier choice initiatives
- Head of Sales/Marketing in North America, Latin America and Asia in local market needs and positioning
- Director of Marketing in service promotion design and delivery
- Head of Corporate Performance in plan rating and implementation
- Customers and prospects in NA and Asia
- External analysts and press relationships

Personal qualities:

Planning and organizational skills:

Organizes and schedules events, activities and resources; sets up and monitors time scales and plans. Ability to work independently in a geographically dispersed organization

Persuasiveness:

Influences, convinces or impresses others in a way that results in acceptance, agreement or behaviour change.

Professional qualities:

Specialized knowledge:

Understands the technical or professional aspects of their work and continually updates technical knowledge.

Problem solving and analytical skills:

Analyzes issues and breaks them down into their components; makes systematic and rational judgements based on relevant information.

Entrepreneurial qualities:**Commercial awareness:**

Understands and applies commercial and financial principles; views issues in terms of costs, profits, market and added value.

Creativity and innovation:

Creates new and imaginative approaches to work-related issues.
Identifies fresh approaches and shows a willingness to question traditional assumptions.

Action orientation:

Demonstrates a readiness to make decisions, take the initiative and originate action.

Strategic:

Demonstrates a broad-based view of issues, events and activities and a perception of their long-term impact or broader implications

Performance Metrics:

Product line performance versus Plan, in growth, revenues and margin management
Visible understanding of competitive landscape and competitor offerings
Effective product launch materials and actions

Please apply for consideration by emailing your resume to careers@korewireless.com While we appreciate the interest of all candidates, due to constraints only those individuals selected for an interview will be contacted.

KORE provides equal employment opportunity for all persons, in all facets of employment. We maintain a drug-free workplace and perform pre-employment background checks.